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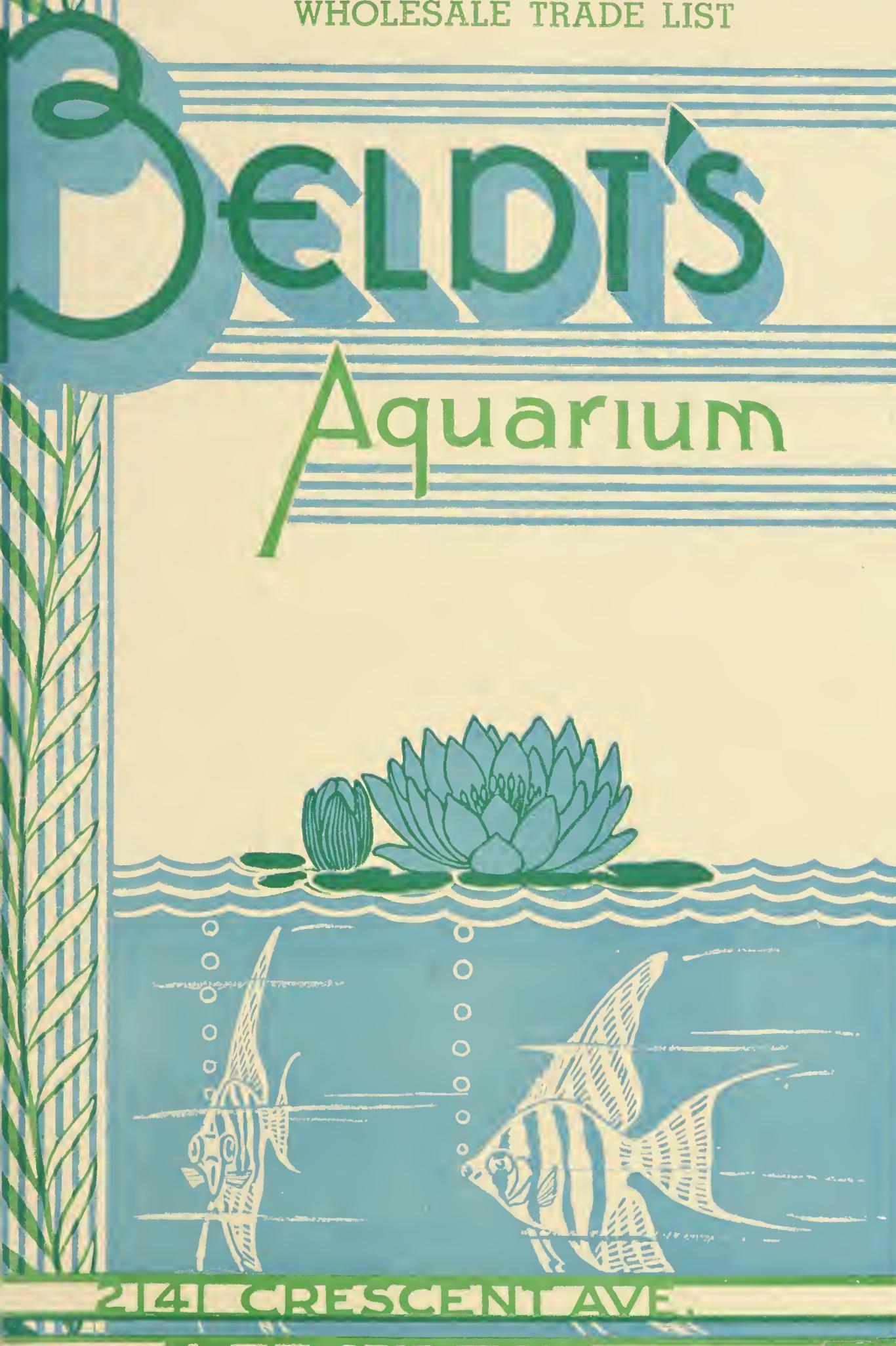
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WHOLESALE TRADE LIST



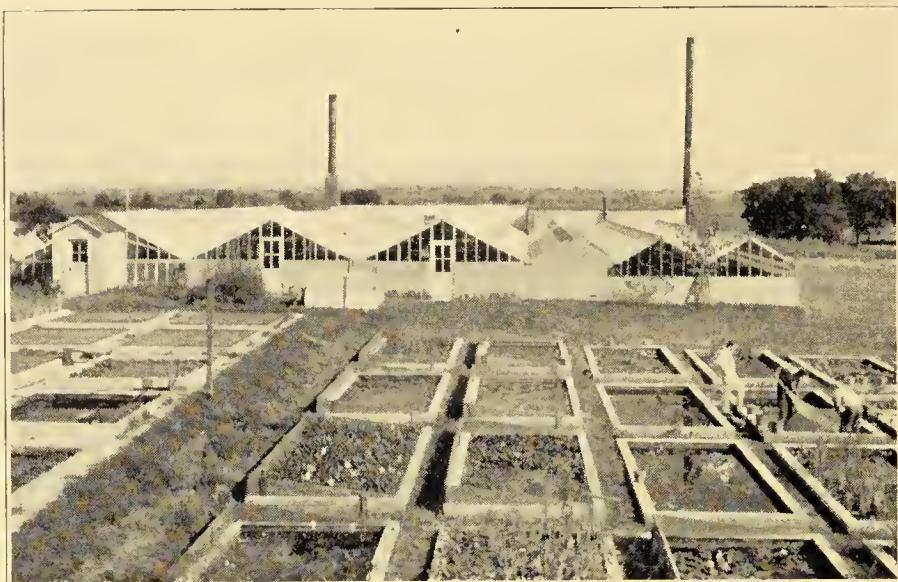
414 CRESCEINT AVE.
ST. LOUIS, MO.

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A
Complete
Service

OUR FACILITIES ENABLE US TO SERVE YOU EFFICIENTLY



BIRD'S EYE VIEW OF OUR HATCHERY

The six greenhouses in this picture are one hundred feet long and cover a surface exceeding 15,000 square feet. We carry on hand many thousands of tropical fish and large collections of water plants, which enables us to make prompt shipments whenever weather conditions permit.

Our Aquarium Factory is located in the rear of these buildings. With large storage facilities we have a constant stock of all aquariums on hand, permitting us to give you prompt service. Our aim is always to furnish you with the better quality merchandise at lowest prices.



OUR SHIPPING DEPARTMENT, EXHIBITION BUILDINGS AND MAIN OFFICE
2141 CRESCENT AVENUE

Our Location Is 6200 West and 2100 North. Phone, EVergreen 7265

Here we have created efficient shipping facilities for the proper handling and packing of orders. The packing of merchandise is very important.

Poor packing and excessive weight creates breakage and waste which has to be added on to the retail price.

Minimum Quantity: If you order less than **10** fish of one kind add **5c** per fish. Except when value of one fish is over **\$1.00**.

LIVE BEARER (VIVIPAROUS KILLIFISHES)

These Fish Bring Forth Their Young Alive **GUPPY**

PLATY OR MOONS

	Each
* <i>Platy poecilia maculata</i> (Blue Moon)	\$ 0.15
* <i>New Blood Red Platy</i> (Moon). Both males and females are clear blood red	.20
* <i>Platy poecilla rubra</i> (Spot. Red Moon)	.10
* <i>Gold Platy</i> (Gold Moon)12
* <i>Crescent Gold Moons</i>10
* <i>Platy poecilla nigra</i> (Black Moons)12
* <i>Platy poecilla pulchra</i>18
* <i>Golden Helmet Moon</i>25

HYBRIDS

* <i>Xiphophorus Montezumae</i> (Hybrid), Med.	.50
*Hybrids of <i>Platy rubra</i> and <i>Swordtails</i> , Med., Berlin Helleri30
*Hybrids (Lge.), Males with <i>Swordtails</i> .	.75
*Golden Hybrids18

GAMBUSIA

POECILLA

*Poecilia Vivipara20	Each
*Poecilia Sphenops20	
*Poecilia (Var. Moll.) Sphenops, (Speckled variety)50	

PANCHAX VARIETIES OR EGG-LAYING KILLIFISHES

These Fish, which Are Highly Colored, Resemble Miniature Pike and Gars

	Each
Panchax lineatus	\$ 0.40
*Panchax chaperi	.35
*Panchax Playfairy	.25
*Panchax Panchax	.30

CICHLIDS

Most of these Fish Are South American Species Belonging to the Sunfish Family

	Each
Cichlasoma facetum chanchito	\$ 0.25
Hemichromis bimaculata (Jewel Fish) . .	.25
*Etroplus maculatus50
*Acara thayeri80
Cichlasoma nigrofasciatum25

LABYRINTH FISH

Labyrinth Fish

	Each
Paradise Fish	\$0.15 and \$ 0.20
*Dwarf Gourami	\$0.30 and .50
*Osphromenus trichopterus . . .	\$0.30 and .40
*Trichogaster fasciata, striped60
*Trichogaster sumatranus, new blue gouramie	\$0.35 and .75
*Trichogaster leeri . . . small	\$0.75, large 1.25
*Betta splendens, large50
*Polycanthus cupanus davi15

These Fish Build Bubble Nests		Each
* <i>Macropodus chinensis</i>	\$ 0.20
<i>Anabas macrocephalus</i>50
(Climbing perch-walking Fish)		
* <i>Osphromenus Olfax</i>	1.50
<i>Macropodus White</i>25
(New white paradise with red eyes)		
* <i>Ctenops vittatus</i>50
* <i>Emerald green betta</i>	\$0.30 to .75

All fish having "Star" in front of name can be mixed.

Minimum Quantity: If you order less than 10 fish of one kind add 5c per fish. Except when value of one fish is over \$1.00.

CHARACINS AND CYPRINIDAE

BARBUS		Each	Each	Each
*Barbus stolizcanus	\$ 0.20	*Pristella Riddleyi20
*Barbus Conchonius15	*Paragoniates microlepis (Tetra Blue) ..	.35
*Barbus semifasciolatus15	*Hemigrammus erythrophthalmus (Redeye) ..	.75
*Barbus phutunio20	*Hyphessobrycon serpae (Minor)40
*Barbus oligolepis40	*Stevardia albipinnis (Corynopoma Riisei) ..	.35
*Barbus lateristriga40	*Moenkhausia oligolepis20
*Barbus ticto20	*Esomus danicus (Nuria danica)23
*Barbus vittatus25	Hy. Rosaceus45
*Barbus gelius80	Moenkhausia pittieri30
*Barbus sumatranaus	1.20	Creagutus beni25
*Barbus dunkeri (Everetti)45	Unitaeniatus (New African tetra)20
DANIO		Each	Microlepis, S. A. Glass Tetra25
*Danio Rerio08	Tetra unilineatus, large25
*Danio Albolineatus08	Tetra ulreyi40
*Danio Malabaricus	\$0.20 to .35	Pyrrhulina rachoviana40
*Danio Analipunctatus25	Prionobrama filigera, New Glass Bloodfin50
TETRA		Each	Black Banded Sunfish25
*Hyphrescobrecon flameus (Rios)18	RASBORA	
*Tetrazenopterus rubropictus (Bloodfin)25	*Rasbora Heteromorpha	\$0.85 to \$1.00
*Hemmigrammus caudovittatus (Redfin)22	*Rasbora Rasbora20
*Hyphrescobrecon bifasciatus15	*Rasbora Splenden	1.25
*Tetra Ocellifer (Head and Tail Lights)18	*Rasbora Maculata	1.50
*Hy. Auratus (Gold Tetra)20	MISCELLANEOUS	
*Tcenobrecon Splurius	\$0.10 to	.15	*Ambasis ranga50
			*Ambasis agazissi40
S. A. SCAVENGER DWARF CATFISH				
			Corydoras microps25
			Corydoras nattereri30
			Corydoras leopardus65
			Corydoras paleatus30
			Othocinclus (Suction catfish hangs on glass sides)30

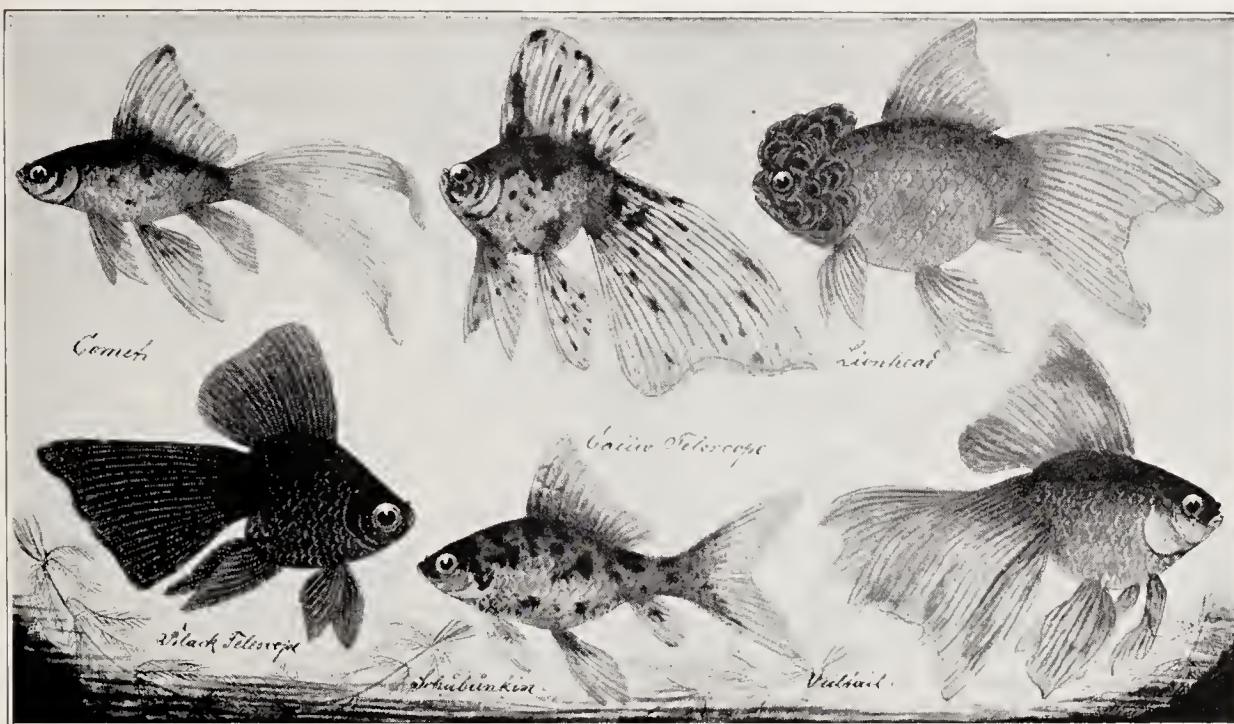


USEFUL SCAVENGERS FOR POOLS AND AQUARIUMS

SCAVENGERS

	Dozen	100
No. 1. Black Ramshorn Snail	\$0.20	\$ 1.00
No. 1. Red Ramshorn Snail75	6.00
No. 2. Red Australian Snail75	6.00
No. 3. Trumpet Snail60	4.00
No. 4. African Ear Horn Snail60	4.00
No. 5. Japanese Snail60	3.00
No. 5. Japanese Snail	200 for \$5.00	500 for 12.50
No. 6. Fresh Water Clam60	4.00
No. 7. Tadpole30	2.00
No. 8. Japanese Weatherfish	1.50	12.00
No. 8. Black Spotted Weatherfish	2.00	18.00
No. 9. Japanese Red Bellied Newt80	6.00
No. 10. American Newts75	5.00
Fresh Water Shrimp	1.00	6.00
Ampularia Gigas	1.00	8.00
Marble Snail75	5.00

Less than 50 at dozen rate—50 or more 100 rate



GOLDFISH PRICE LIST

COMMON GOLDFISH

	100
1 1/2-2 in.	\$ 2.00
2 to 3 in.	2.50
3-4 in.	4.00
4-5 in.	6.50
5-6 in.	8.00
6 to 7 in.	40.00
7 to 8 in.	each .75
Whales, about 1 ft. long.	each 1.00

COMETS AND SILVER FISH

	100
2 to 3 in.	\$ 3.00
3 to 4 in.	5.00
4 to 6 in.	8.00
6 to 8 in.	each .75
8 to 12 in.	each 1.25

Finest, Developed Select

JAPANESE (KOREAN) FRINGETAILS

Select Fantails	100
2 in., regular run.	\$ 4.50
2 1/2 to 3 in., select.	12.00
3 to 4 in.	24.00
4 to 5 in.	40.00
6 to 8 in.	each 2.00

SHUBUNKINS OR "CALICO FISH"

	100
2 to 2 1/2 in.	\$ 5.00
2 1/2 to 3 1/2 in.	8.00
3 1/2 to 5 in.	16.00

Special quality collection mixed Shubunkins, Commons, and Fantails, 150 fish, \$4.95.

LIONHEADS AND ORANDAS

Our illustration shows a six-year-old Oranda, with perfect head development. This hood does not take good form until the third year on fish about 3 1/2 inches long and is absent on all younger fish.	each
1 to 2 in.	\$ 0.45
2 to 3 in.	.75
3 to 4 in.	1.25
4 to 5 in.	2.00

SELECTED VEILTAILS

Best Quality

Calico Veiltails can be had with or without telescope eyes: however, Black Veiltails can only be supplied with telescopic eyes.	each
2 to 3 in.	\$ 0.25
3 to 4 in.	.40
Extra Fancy, large developed Veiltails, 4 to 5 in.	.75

THREE COLOR CARPS

3 to 4 in.	\$ 35.00
4 to 5 in.	50.00
5 to 6 in.	70.00

EUROPEAN GOLDEN TROUT (Orfe)

each
\$ 0.40

EUROPEAN SILVER TROUT (Orfe)

each
\$ 0.50

The European trout can stand ordinary pool temperatures and thrives with goldfish.

GOLDEN CARPS

3 to 4 in.	\$ 30.00
4 to 5 in.	45.00
5 to 6 in.	65.00

AQUATIC PLANTS

	Dozen	100
Vallisneria (300 or more, \$0.75 per 100)	\$.25	\$ 1.00
Vallisneria Gigantea	.50	3.00
Anacharis, bunches	.60	4.00
Cabomba, bunches	.60	4.00
Ludwigia, bunches	.60	5.00
Miriophyllum	.60	5.00
Sagitteria sinensis	.50	4.00
Sagitteria subulatus	.35	2.50
Sagitteria natans	.50	4.00
Water poppy	.75	6.00
Water snowflake lily	2.40	
Water lettuce	.50	4.00
Water hyacinth	.50	3.00
Parrot's feather	.75	5.00
Fontinalis gracillis, large portion	1.00	
Spatterdock	.60	4.00
Hairgrass (portion)	.50	
Nitella gracillis (portion)	.50	
Salvinia (portion)	.50	
Duckweed (portion)	.25	
Red Cabomba	.75	6.00
Red Miriophyllum	.75	6.00
Banana plants	.75	5.00
Dwarf Elodea	.75	5.00
Marestail (Hornwort)	.75	5.00
Floating water fern	.50	4.00
Round leaf Spatterdock	2.00	
Utricularia (minor portion)	.50	
Azolla (portion)	.50	
Potamogeton bunches	.75	5.00
Madagascar aquarium lily	each	.50
Cryptocoryne willissii		2.40
Cryptocoryne cordatum		4.80
Cryptocoryne griffithi		9.00

Dealer's Special Plant Collection No. 3
 10 Varieties . . . Retail Value \$5.00 or More
 Mailed Postpaid \$2.50

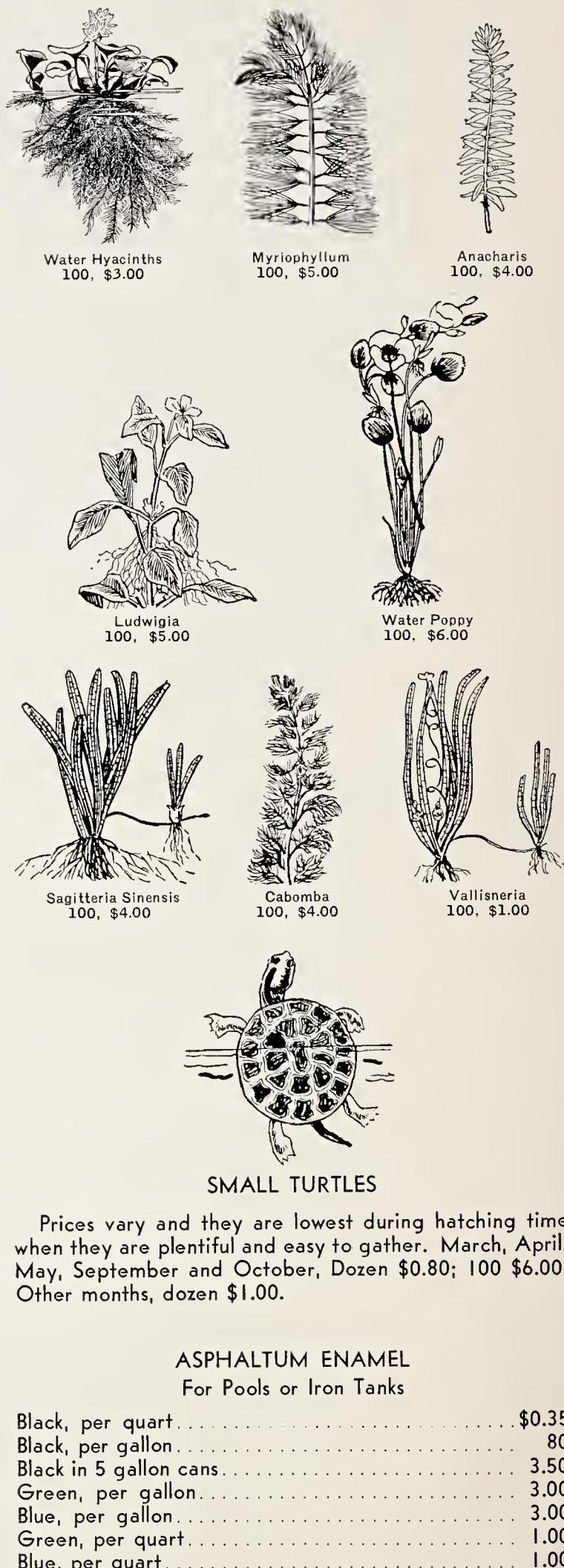
Potamogeton Densus. Without question the finest plant for the protection of baby tropicals, especially live bearers. It will grow as a beautiful floating plant similar to Bladderwort; however grows much better and under average home condition is unquestionably the finest densely growing plant. Per portion \$0.50.

POTTED PLANTS

Also used in aquariums with pots set about 50% under water

	Dozen	
Nephytitus Liberica Variegata	\$.30	
Peperomea obtusifolia	.90	
Nephytitus Liberica (Aquatic Arrowhead). Will grow entirely submerged. Needs very little light.		
One of the finest ornamental aquarium plants	1.20	
Aglaonema (Chinese Evergreen)	\$ 2.00	
Aglaonema (larger)	3.50	

COLORED CONCRETE POOL PAINT IN 5-LB. CANS	
Spanish white	each \$1.75
Blue	1.75
Green	2.25



SMALL TURTLES

Prices vary and they are lowest during hatching time when they are plentiful and easy to gather. March, April, May, September and October, Dozen \$0.80; 100 \$6.00. Other months, dozen \$1.00.

ASPHALTUM ENAMEL

For Pools or Iron Tanks

Black, per quart	\$0.35
Black, per gallon	80
Black in 5 gallon cans	3.50
Green, per gallon	3.00
Blue, per gallon	3.00
Green, per quart	1.00
Blue, per quart	1.00

BOG PLANTS

For Aquariums and Outdoor Pools		
	Dozen	100
Umbrella Palms	\$0.75	\$5.00
Thalia divericata	6.00	
Pickeral Weed	1.00	6.00
Hemerocallis Fulva (red)	.75	5.00
Blue Flag, Iris versicolor	.50	3.00
Yellow Flag	.75	5.00
Cat Tails	.75	5.00
Lizard Tail	.75	5.00
Iris Siberica	.75	5.00
Water Taro	4.20	
Thalia dealbata	3.00	
Arrow head	.75	5.00
Cyperus papyrus	2.40	
Chinese Hibiscus, red, pink or white	2.40	

Variegated Sweet Flag (*Acorus calamus variegatus*). Per dozen....\$1.00

New Water Fern. This water fern grows about 1 ft. high and must be planted in real shallow water. Foliage light green. Dozen.....\$1.20

Four-leaved Water Clover (*Marsilia quadrifolia*). A shallow water plant, producing leaves resembling clover. Grows about 6 inches tall. Potted plants, dozen.....\$1.50

Canna Flacida, an aquatic canna producing yellow flowers. This plant grows about 2 ft. high and does well in shallow water. Per dozen....\$1.50

ORNAMENTAL GRASSES

Arundo Donax Variegata, a very strong growing grass, producing a broad green foliage with various white stripes. Attains a height of 10 to 12 ft. Dozen.....\$3.00

Eulalia Japonica. This variety grows about 5 ft. high with light stripe through center. Per dozen....\$1.20

Gynerium Argenteum, pampas or plume grass. One of the best of all grasses, producing very large silvery plumes on stems which grow about 8 ft. tall. Per dozen.....\$2.40

Each
Eulalia Gracillima (Japan Rush). The narrow leaves are green with silver stripe in center (4 ft). Per doz... \$1.20

Japonica Variegata. The leaves are striped green and white (4 ft). Per dozen\$1.80

Phalaris A. Variegata (Ribbon Grass). Creamy white stripe on green leaf (2 ft. high). Good for edging. Per dozen\$1.20

Festuca Glauca (Blue Fescue). The foliage of narrow leaves is distinct blue-green (1 ft). Per dozen... \$1.20

Arundinaria tecta. Per dozen... \$3.00

Hare's Tail Grass (*Lagurus ovatus*). Per dozen\$2.40

TROPICAL WATER LILIES

	Day Bloomer	Each
Caerulea, blue		\$0.70
Mrs. G. H. Pring, white		.85
Aug. Koch, blue		.80
Mrs. Whitaker, pale blue		.80
Panama-Pacific, lav., blue		1.35
Zanzibar rosea, reddish-pink		.70
Wilson gigantea, lav., blue		1.00
Marmorata, blue		1.00
Henry Shaw (blue)		1.00
Edward C. Elliott (pink)		.80
Red Star		1.00
Blue Star		1.00
Zansibariensis azurea		1.00
General Pershing, pink		1.00
Blue beauty		.80
Mrs. Ward, lav., red		.80
Rose Star (rose)		.80
Dauben, blue		.60
Col. Chas. A. Lindbergh (blue)		1.00
Independence, pink		.75

TROPICAL WATER LILIES

	Night Bloomer	Each
Omarana, light pink		\$0.70
Sturtevant, red		.70
Davonshire, rose red		.75
Lotus dentata, white		.65

	Each
Frank Trelease, Tyrian pink	.75
Juno, giant white	1.00
Columbiana, red	1.00
H. C. Haarstick, red	1.00
Emily Grant Hutchings, pink	1.00
George Huster, red	.80
Mystery (white)	1.25
Missouri (white)	2.00
Rubra rosea, red	.75

HARDY WATER LILIES

	Each
Attraction red	\$1.50
Conqueror red	1.25
Flava (yellow)	.50
Morning Glory (flesh)	1.00
Marliacea carnea (flesh)	.50
James Brydon, rose	1.50
Paul Hariot, pink-yellow	1.25
Rose arey, pink	1.25
Marliac, yellow (chromatella)	.35
Eugenia de land, rose-pink	.80
Hapatcong, white	.35
Odorata, white	.20
Marliacea rosea, pink	1.00
Marliacea, white	.50
Odorata rosea, pink	.75
Mexicana, deep yellow	.50
Yellow pigmy	.50
Aurora, orange	.60
Helen Fowler, pink	.75
Escarboucle, red	2.00
Comanche, orange	1.00
Sunrise, yellow	1.50
Lucidea, red	1.50
Masaniello, rose	1.25
Alba candissima, white	1.00
Indiana, shaded yellow	.75
Gloriosa, red	.75

NELUMBIUMS (Lotus)

	Each
Nelumbium speciosum (pink)	\$0.75
Nelumbium lutea (yellow)	.75
Nelumbium album (white)	1.25
Mixed Nelumbiums Seeds, doz.	.50
100	3.00



Special Dealer's Display Aquariums are so arranged as to take up a minimum of floor space. Each top row is set six inches back to be easily accessible.

No. 70 frames are very strong cast aluminum. Heavy slate bottom and glass. Finished in beautiful two-color combinations of pleasing colors. These large aquariums make ideal stock or "Happy Family Tanks" and the modern design is sure to please.

No.	Lgth.	Width	Hght.	Capacity	Shipping city	Weight	Price
71	25	15	17	24 gal.	44 lbs.	\$6.95	
72	36	15	17	33 gal.	68 lbs.	9.75	

Strong ornamental welded stands to match aquariums for No. 71, each \$4.50; for No. 72, each \$5.25.

SPECIAL DEALER'S DISPLAY OUTFIT

No. 1. Holding six No. 31 Aluminum Frame Aquariums, 15 gallon capacity each. Complete as illustrated. Price \$36.75. Floor space 7 feet by 18 inches; weight 150 lbs.

No. 2. Holding 12 No. 31 Aluminum Frame Aquariums. Just double the capacity of No. 1. Price \$68.00.

No. 2 floor space 9 feet by 22 inches. Shipping weight 300 lbs.

Outfit No. 3. Holding 6 No. D Aquariums. Complete, \$24.50. Floor space 66 inches by 18 inches; weight 135 lbs.

Outfit No. 4. Holding 12 No. D Aquariums. Complete, \$34.50. Floor space 84 inches by 22 inches; weight 245 lbs.



No. 70



53

DOLPHIN AQUARIUMS

Beautiful Guaranteed Bulb Edge Cast Aluminum Aquariums

The corner design pictures a Dolphin. The stands are of different designs to hold the various size aquariums and are rigidly built and welded from heavy square rods. All stands are 26 inches high. Price of stands Nos. 52-53-61-62 all each \$3.75. No. 63 stand each \$4.20. No. 64 stand each \$4.50.

No.	Length	Width	Height	Capacity	Price	Price
					Polychromed	Polished
52	19 1/2	7 3/4	10	4 gal.	\$ 3.50	\$ 4.50
53	19 1/2	10 1/2	10	6 gal.	4.00	5.00
61	14	11	13	5 1/2 gal.	4.00	5.00
62	18	11	13	8 gal.	5.20	6.20
63	24	11 1/2	13	11 gal.	6.40	7.60
64	31	12	13	15 gal.	8.20	9.60

GUARANTEE

Our aquariums are fully guaranteed against breakage in transit and all defects in workmanship and material. We will make free replacement of any damaged aquarium immediately upon receipt of Express Company bad order report. Do not compare our aquariums with cheaper merchandise that cannot be guaranteed.



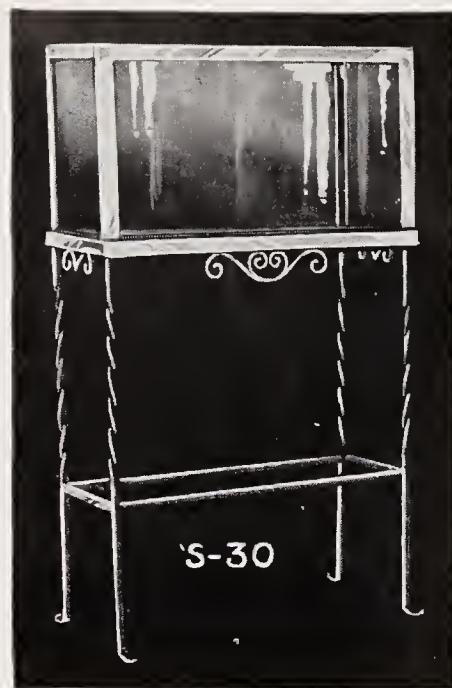
AQUARIUMS

No. D1 — Special Dealers or Goldfish Aquarium equipped with overflow pipe and connections for running water. They are made from galvanized angle steel and are guaranteed not to rust. The bottom is made from heavy black board slate and they are made with quarter inch plate glass. No. 1 has a $1\frac{1}{2}$ inch steel base and No. 2 and 3 are made with two inch base frame.

They are guaranteed against breakage in transit and all defects.

No.	Length	Width	Height	Capacity	Aquarium Only	With Stand
1	35	15	16	30 gal.	\$22.00	\$26.00
2	48	18	18	52 gal.	30.00	35.00
3	60	20	20	100 gal.	40.00	45.00

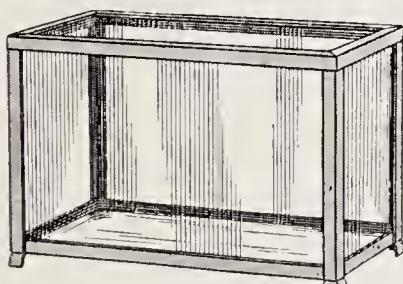
The stands are 30 inches high and made of rust-proof heavy steel.



GUARANTEED DIE DRAWN ALUMINUM AQUARIUMS

Made with heavy slate bottom and clear plate glass. The stands are 28 inches high and are made of different designs, all depending upon the size of aquarium. Stands can be supplied for only \$3.75, except No. 32, \$4.20; No. 33, \$4.80.

No.	Length	Width	Height	Gal. Capacity	Ship. Wght. Pounds	Price
11	16	9 $\frac{1}{4}$	11	6 $\frac{1}{2}$	14	\$ 2.95
40	21	10 $\frac{1}{2}$	13 $\frac{1}{4}$	11	21	3.50
31	24 $\frac{1}{2}$	10	14	15	25	4.50
32	34	12	16	25	49	8.40
33	40	15	16	42	119	18.00
207	22	13	14	17	28	4.70

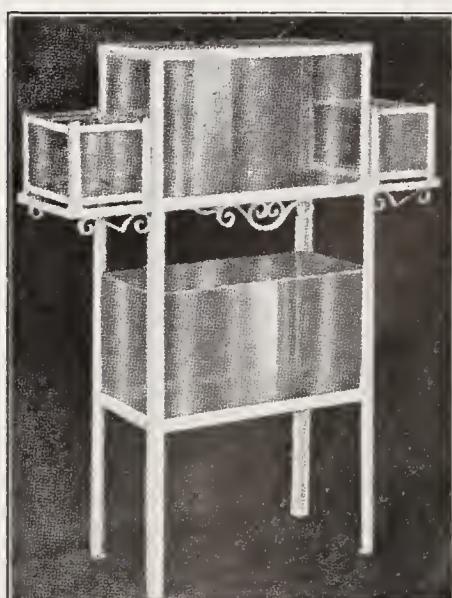


No. A

	Length	Width	Height	Capacity	Shipping Weight	Price
No. A	9 $\frac{1}{4}$ "	5 $\frac{1}{2}$ "	6 $\frac{3}{8}$ "	1 $\frac{1}{4}$ gal.	3 $\frac{1}{2}$ lbs.	\$0.65
No. B	13 "	7 "	8 "	3 $\frac{1}{4}$ gal.	6 lbs.	1.00
No. C	14 "	9 "	10 "	5 $\frac{1}{2}$ gal.	10 lbs.	1.65
No. D	18 $\frac{1}{4}$ "	8 $\frac{1}{2}$ "	10 $\frac{1}{2}$ "	6 $\frac{3}{4}$ gal.	14 lbs.	1.90
No. E	20 "	12 "	12 "	13 gal.	20 lbs.	3.00

These aquariums are made from strong welded steel frames finished in light green duco. Larger sizes are striped yellow. Nos. D and E have slate bottom, smaller sizes glass bottom. Stands can be supplied for Nos. D and E only. Price for stands, each \$3.00.

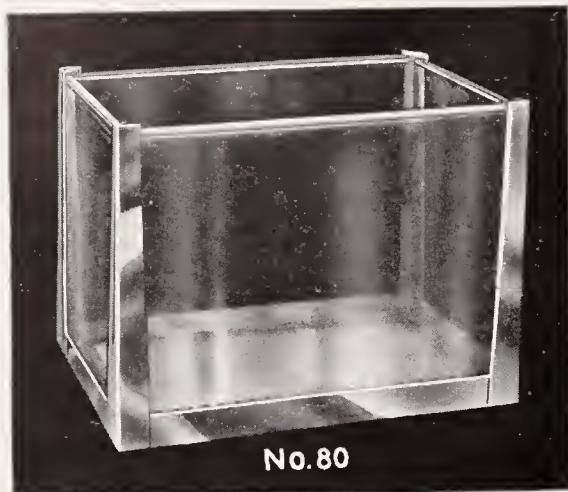
These aquariums are packed in single boxes except No. B is packed 4 to the box.



FANCIERS SPECIAL COMBINATION

Price Complete \$9.20

Three removable tanks. Lower tank bulb edge glass built in. This gives you two tanks for baby fish, one for egg-layer and one for live bearer. Overall height 42 inches. Floor space 24 x 9, polychrome finished. Price complete \$9.20. Total capacity 15 gallons. Shipping weight 60 lbs.



DE LUXE STAINLESS CHROME BULB EDGE AQUARIUM

No. 81

Length	Width	Height	Capacity	Price Each
9 1/4"	6 1/4"	7"	1 1/2 gal.	\$1.10

Packed Four to the Box

Something more than just a fish tank at a price that makes this an outstanding value. Fully guaranteed against breakage and all defects. No packing charge. Shipping weight per box, 20 lbs.

DE LUXE BULB EDGE AQUARIUM

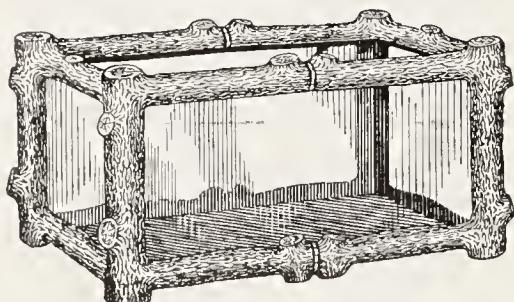
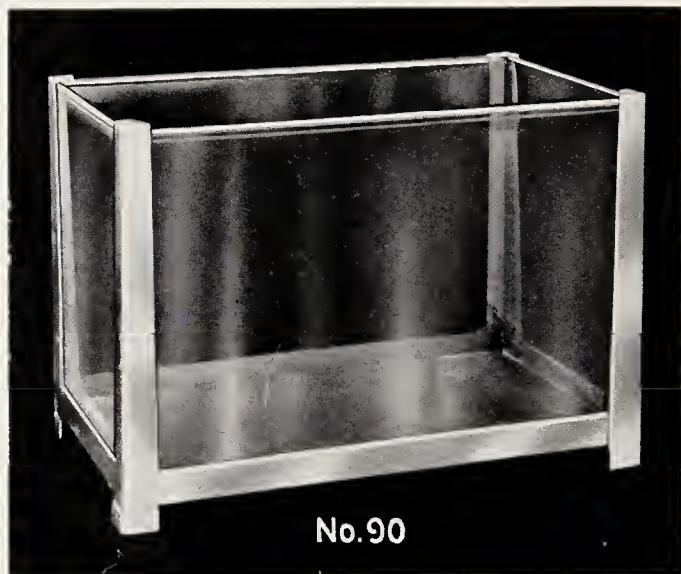
No. 91

Finished green and gold with heavy rough glass bottom.

Length	Width	Height	Capacity	Price Each
9 1/4"	6 1/4"	7 3/4"	1 1/2 gal.	\$0.95

Packed Four to the Box

No packing charge, fully guaranteed and protected against breakage in transit. Shipping weight per box, 20 lbs.



RUSTIC AQUARIUM

Size: 18 inches long, 10 inches wide, and 10 1/2 inches high. Seven gallon capacity. Packed one to the box.

Price each \$6.50

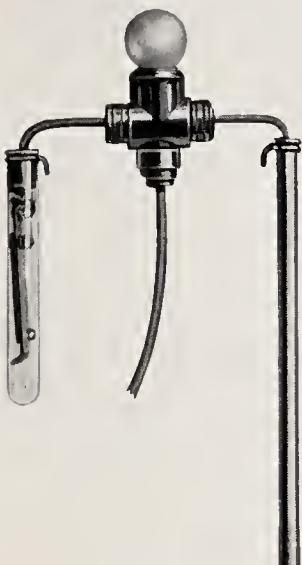
Shipping weight 30 lbs.

This Rustic Aquarium is finished in an imitation highly glazed natural walnut. Stock one of these aquariums—they are something different and can be sold at a nice profit.

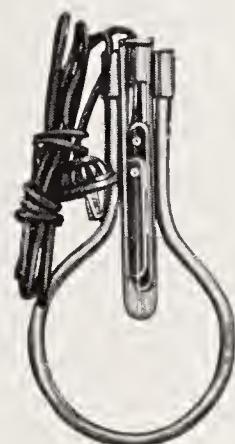
CORRECT PACKING

We could cut the price on our aquariums simply by cutting packing cost. Our packing and crating system is the best double cushion system. That's why we can guarantee each and every aquarium to you against breakage in transit, and if an aquarium is broke when

you receive it, simply get an Express Co. Bad Order Report and mail this to us. WE WILL SHIP ANOTHER AQUARIUM TO YOU AT ONCE EXPRESS PREPAID. No red tape to bother with. We take care of breakage 100%.



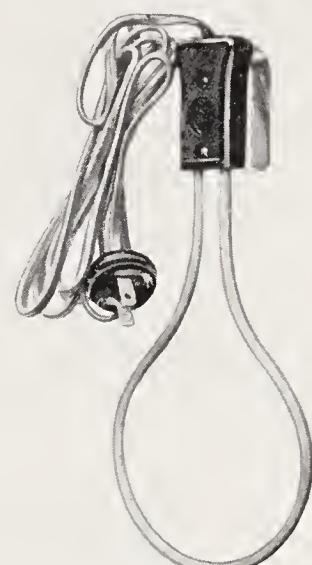
No. 1
Price \$3.75
Element guaranteed for
one year



No. 2
Price \$2.50



No. 4
Price \$0.85



No. 5
Price \$0.75

ELECTRIC AQUARIUM HEATERS

No. 1 Automatic with pilot light indicator has a double socket and two heaters can be used thermostatically for different Aquariums if desired. Each heater will heat Aquariums from 10 to 40 gallons capacity. Furnished with one heater. Price \$3.75. Additional heaters each \$1.75.

No. 2 Automatic for tanks from 5 to 30 gallons. Price each \$2.50.

No. 4. This is only a thermostatic. Can be used for any heater you now have. Price each \$0.85.

No. 5. These heaters come in single watt for following size Aquarium. Don't forget to state gallon capacity of your aquarium or wattage desired. We can supply them as follows: for 2 to 4 gallon tanks 10 watt, 4 to 5 gallon tanks 20 watt, 6 to 9 gallon tanks 30 watt, 9 to 15 gallon tanks 40 watt, 16 to 25 gallon tanks 60 watt, 25 to 35 gallon tanks 80 watt. Any of these priced \$0.75 each.

The heating elements in No. 2 and No. 5 heaters can be replaced when burned out. Price of additional elements each 40c. Installation of elements very simple. Element in No. 1 heater guaranteed for one year. Heating Elements—Each, \$0.25; per dozen..... \$2.00

Special discount on above heaters in dozen lots, 10%

GLASS TUBE HEATERS

These heaters are supplied complete as illustrated with waterproof rubber extension cord and hanger. They are made in two sizes. Six-inch heaters can be supplied in following wattage: 10 watt, 20 watt, 30 watt and 40 watt.

Price for six-inch heaters, each..... \$0.60

One-half dozen 3.00

One dozen 5.60

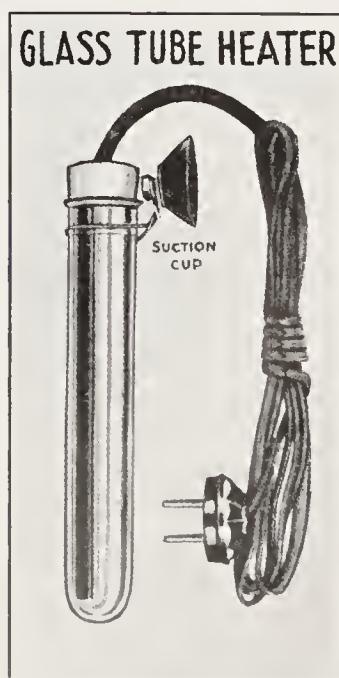
Eight-inch heaters can be supplied in 40 watt, 60 watt and 80 watt at following prices:

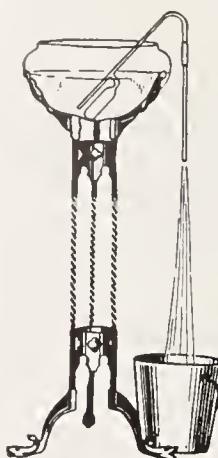
Price each \$0.75

One-half dozen 3.60

One dozen 6.60

The heating element can be replaced when burned out. Cost of elements, each \$0.25, dozen lots, \$2.00.





AUTOMATIC SYPHON

This simple little device automatically empties bowls and aquaria. Just put it in the water as shown in illustration and the water starts running on its own accord. It is much safer to carry an empty bowl than a full one.

Price each \$0.35
Price dozen 3.20



BELDT'S AQUARIUM TESTING KIT

Complete with color chart and directions. This kit contains all ingredients to neutralize water. Each \$1.25; 6 for \$5.00.

OZARK CORAL

Special Dealer's Assorted Box—Shipping Weight 20 lbs.
Price \$2.00

SPECIAL

New Large color chart of Tropical Fish—Size 19"x28"
Price each \$0.50
In dozen lots or more, per dozen, postpaid 3.50
This color chart is equipped with special hanger and shows 90 fish in natural color.

A New Book by Wm. T. Innes
EXOTIC AQUARIUM FISHES

Contains 400 pages, 300 illustrations, 36 color plates and five years of hard work.
Price per copy \$5.00

POTASSIUM PERMANGANATE

For Green Water and Fungus, Etc.
Per bottle, postpaid \$0.30
Per dozen bottles, F. O. B. \$2.00
Complete directions with each bottle

FISH LICE TABLETS

Per dozen \$0.75
50 for 2.50
100 for 4.50
Postpaid
Use one tablet for 10 gallons

TURKS ISLAND SALT

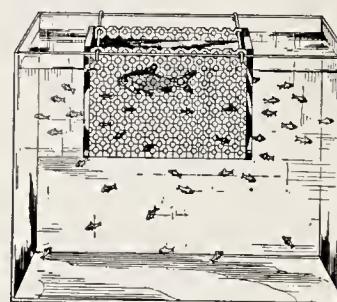
5 lb. bags \$1.00
10 lb. bags 1.50

TOP LIGHT AQUARIUM REFLECTOR
Fits any aquarium made from metal angles.

If turned on during the evening hours the light stimulates plant growth.

Single bulb—9½ inches long Price \$0.90
Two bulb—16 inches long Price 1.40

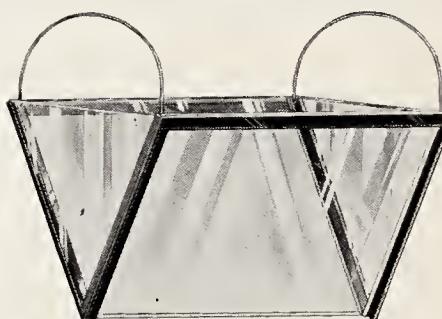
These reflectors have universal hangers fitting any aquarium. They differ slightly from illustration. They are furnished complete with bulbs, hangers and extension cords. The bulbs supplied with these outfits are regular 5-inch long clear show case bulbs.



METAL BREEDING CAGES

Square Shape				Price
Length	Width	Depth		
Small	6	4	5	\$0.50
Large	10	4	5	.75

V-Shape				Price
Length	Width	Depth		
Small	6	4½	5	\$0.40
Large	10	4½	5	.70



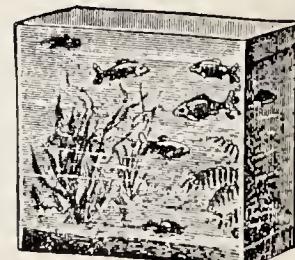
NEW PRACTICAL GLASS BREEDING CAGE

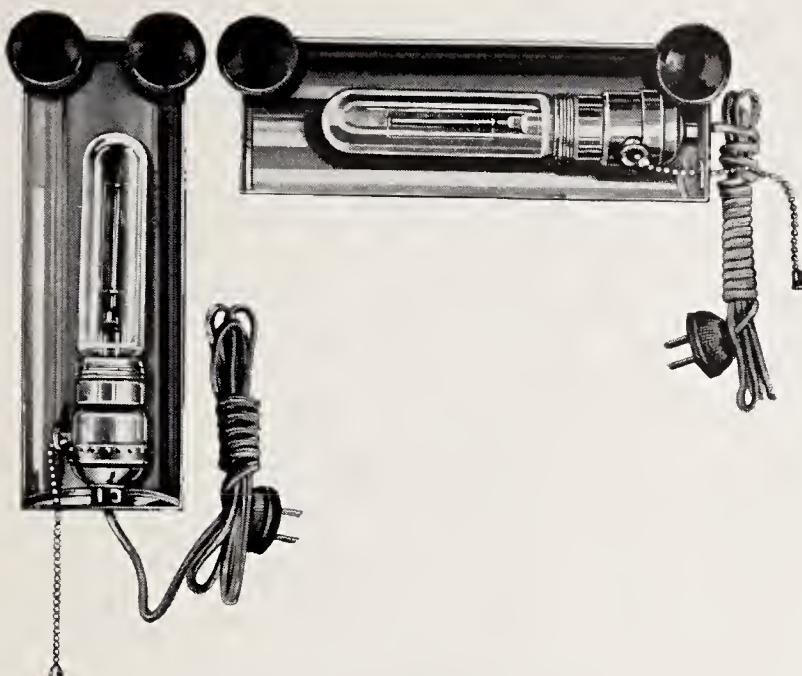
Size—6½ in. Long, 4½ in. Deep, 5 in. Wide.
Price per dozen \$3.00
Each30

Packed one dozen per box. They are shipped knocked down to reduce packing and shipping charges.

IMPORTED ALL GLASS
AQUARIUMS
(Very Clear White Glass)

No.	Lgth.	Wdth.	Hght.	Price
5	16	10½	11	8 gal... \$6.00
6	14	9¼	10	6 gal... 5.25
7	12	9	9	4 gal... 3.90
8	15½	5¾	10	4 gal... 5.15

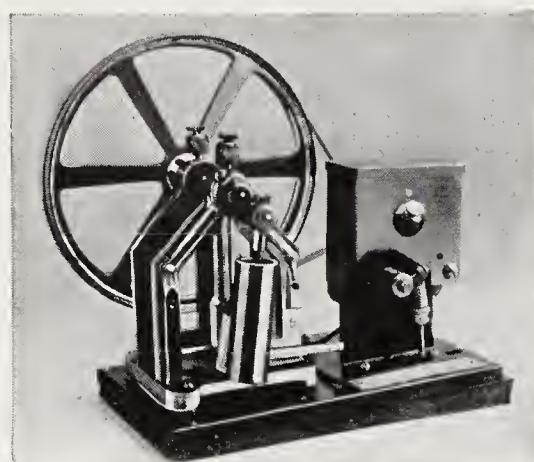




SUPREME AQUARIUM REFLECTOR

Will fit on any aquarium. Size 8½ inches long, 2½ inches deep, 3 inches wide. It is so constructed that one rubber hanger can be moved so that it may be used on either end of the aquarium or fastened against the back. They are furnished complete as illustrated with extension cord and 5-inch show case bulb.

Price each	\$ 1.00
Six for	5.50
Per dozen	10.00



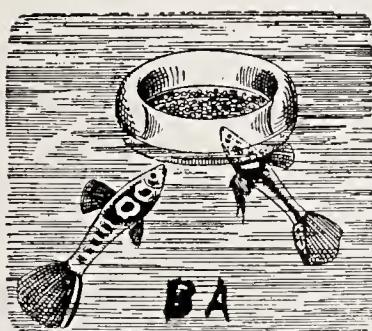
SUPREME AIR PUMP

Junior Model

60 Cycle—110 Volts A. C. Current
Price — \$6.25

Here is the pump for the average small pet shop or fancier. It will supply 10 outlets with plenty of air. It has 12 lbs. of stalling pressure and will operate on 3 to 4 cents per day. Shipping weight, 8 lbs. A real honest-to-goodness VALUE.

See Additional Aerating Accessories
on Next Page



NEW DEEP ROUND FEEDING RINGS

Dozen — \$0.90

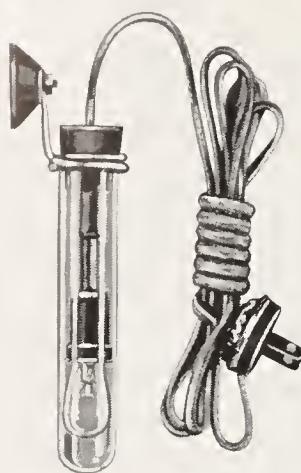


Self-floating white worm feeder, a great improvement over the old style with cork ring. Dozen..... \$1.20



DRUM BOWLS

No. 2—12 to Carton (1 Qt.) Per Box	\$1.20
	(Shipping Weight per Box 15 lbs.)
(1 Qt.) 3 Dozen to Carton. Per Box	3.00
	(Shipping Weight per Carton 48 lbs.)
No. 3—2 Dozen to Carton (2 Qt.) Per Box	\$2.60
	(Shipping Weight per Box 49 lbs.)
No. 4—1 Dozen to Carton (1 Gallon) Per Box	\$2.80
	(Shipping Weight per Box 40 lbs.)
No. 5—6 to Carton (2 Gallon) Per Box	\$3.50
	(Shipping Weight per Box 45 lbs.)



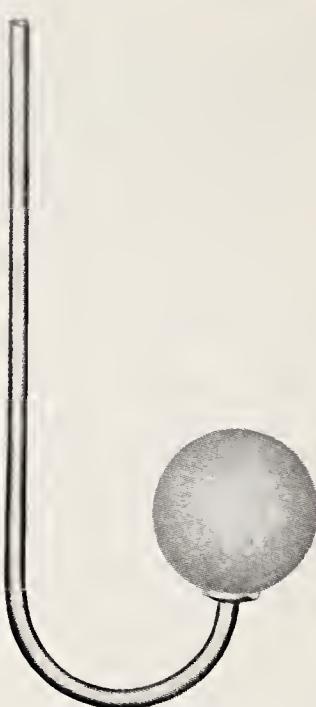
SUBMERGED AQUARIUM REFLECTOR

This reflector is made to hang on the inside in the aquarium. It is five inches long and 1 inch diameter. Besides light it also produces a little heat which makes it very practical for tropical aquariums. Supplied complete with bulb, rubber hanger and rubber extension cord.

Price each \$0.75 6 for \$3.60
Per dozen \$6.60



A. C. current, 60 cycles,
watts, 19



THE SEA FOAM AIR BALL

This Air Stone is built to last for years and breaks the air into a foamy mist.

The airline is made from heavy nickel plated brass tubing.

Price each \$ 1.00
Per dozen 10.00

SUPREME AIR PUMP

Complete Directions With Every Pump.

The aeration in your aquarium is most important. This air pump is fully guaranteed and automatic with Westinghouse built-in Watchman Thermostat. They are set to run about 40 minutes in an hour; however, are easily adjusted to run longer or shorter durations.

Two-cylinder pump will supply enough air for 30 aquariums. Price \$11.50

Single cylinder pump will supply enough air for 15 aquariums. Price \$10.50

Complete Directions With Every Pump.

Needle Valves, each	30c	Per dozen	\$3.00
T Pieces, each	15c	Per dozen	1.20
Aerator Stones, each	20c	Per dozen	1.50
Rubber Tubing, 4 feet	10c	100 feet	2.00

Without thermostat these pumps can be supplied at \$2.00 less. They take up a floor space 8x8 inches, are 8 inches high, consume less than \$1.00 worth electric per month, are noiseless and guaranteed for one year. We highly recommend this pump for dependable aeration. Shipping weight 10 lbs.



JUNIOR THERMAL AERATOR

Model 6. Price each \$1.10

In lots of 6 or more, each 1.00

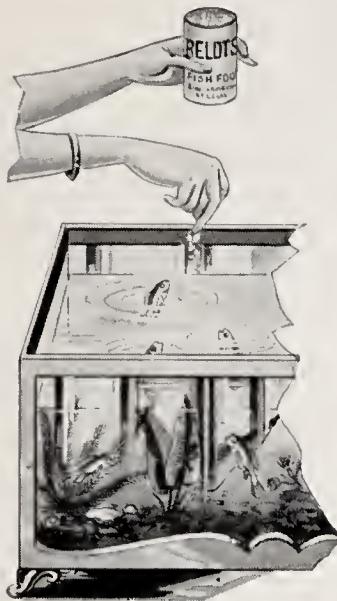
Designed for aquariums from 2 to 20-gallon capacity.

The Junior aerator pumps fresh air in regular cycles into the aquarium. Complete directions with each unit.

MERAMEC SAND IN BULK FOR DEALERS

We can supply this sand especially prepared for dealers' aquariums washed ready to use for only \$1.25 per 100-lb. bags. 500 lbs. for \$5.00.

"SILVER BRAND" FISH FOODS



A good fish food is essential to keep the fish in good health. Silver Brand Fish Food will settle the question. The best money can buy. Finest fish food on the market. It is not just an average brand fish food. About twenty years of scientific breeding and feeding of fancy fish are back of this product.

Following Fish Foods Put Up in Special Two-Color Labels
New Shaker Top Cans — 1½" in Diam. and 2½" High.

	Dozen
Goldfish Food (Shaker Top Cans).....	\$0.60
Turtle Food (Shaker Top Cans)60
Tropical Food—"Fine" (Shaker Top Cans)60
Tropical Food—"Med." (Shaker Top Cans)60
Dried Flies (Shaker Top Cans)60
Ant Eggs (Shaker Top Cans)60



Actual size of shaker top package

This package has been designed to sell for 10c, however, many dealers sell these at 15c. Compared with competitive packages, it has a real 15c retail value.

Special discounts: ½ gross lots 2%—1 gross lots 5%.

BELDT'S SPECIAL HIGH GRADE SILVER BRAND FISH FOOD

Beldt's Special High Grade Silver Brand Fish Food products in clear glass jars with aluminum caps. These special fish foods are packed in very attractive packages and sell themselves. People can see the contents, and also these jars are labeled with beautiful black and silver embossed labels, making it an all around most attractive seller. Retail value, 25 cents each.

Tonic Fish Food—Dozen.....	\$1.40
Tropical Food, "Med."—Dozen.....	1.40
Tropical Food, "Fine"—Dozen.....	1.40
Laxative Fish Food—Dozen.....	2.00
Pure Shrimp Meat—Dozen.....	.75
Dried Daphnia—Dozen90

SMALL SIZE JARS

Here is indeed a very attractive package for the dealer. It also is very profitable. There is no comparison in retail or wholesale value. This package is most outstanding in quality and sales value when compared with other foods.



Actual size of small jars

CAN'T BE BEAT FOR REPEAT SALES

Special Discounts — ½ Gross Lots, 5% — 1 Gross Lots, 10%

"SILVER BRAND" FISH FOODS IN LARGE JARS

Mr. Dealer: Today many fanciers have quite a number of fish aquariums. Ten-cent packages don't last them a week. You will be surprised at the amount of 50c packages of fish food you will sell if you stock them. At our Exhibition House we sell more 50c packages of fish foods than any other size. Confidence created in this high quality fish food has made these large jars the most popular seller.



Actual size of large jar

	Dozen
Tonic Fish Food	\$2.80
Tropical Fish Food—Fine	2.80
Tropical Fish Food—Medium	2.80
Shredded Shrimp Meat	1.50
Dried Daphnia	1.75

A Regular 50c Retail Value

SPECIAL DISCOUNT: $\frac{1}{2}$ Gross Lots, 5%—1 Gross Lots, 10%. There is No Substitute for Beldt's Silver Brand Fish Foods

MEAT FLAKES

This Special Fishfood for tropical or goldfish is put up in clear glass vials which expose the quality within. Retail value 15c.

	Dozen
Per dozen, minimum	\$0.90
$\frac{1}{2}$ gross lots	.80
1 gross lots	.70

Illustration
actual size**FISH FOODS IN BULK**

It is really surprising how many dealers will open a small can of fish food every morning and throw their profit in the goldfish tank. No better quality fish food offered anywhere. Buy it by the pound.

	1-lb. Bags	10-lb. Bags	50-lb. Bags	100-lb. Bags
Goldfish Food, best grade	\$.35	\$2.50	\$8.00	\$12.50
Goldfish Food, No. 2 grade	.25	2.00	6.00	9.00
Dried Shrimp	.50	3.50	11.00	20.00
Dried Flies	.50	4.50	17.50	28.00
Dried Daphnia	1.25	10.00		
Tropical Food (Silver Brand, Fine or Med.)	1.20	10.00		
Ant Eggs	.50	4.50		
Special Prepared Pure White Shredded Shrimp Meat	.85	6.00		



AQUA GRASSYCUM

Actual Size of Small Size

A Fish Parasite Remedy and Water Plant Nutrition used by fanciers everywhere. We cannot recommend this remedy too highly. Every dealer should carry this quick selling fish lifesaver and plant grower.

Small Size \$1.20 Dozen

Large Size 1.80 Dozen

In Half Gross Lots 5% Discount

In One Gross Lots 10% Discount

FUNGUS REMEDY
Actual Size of Bottle

A remedy unequaled for all minor ailments and skin diseases for tropical or goldfish, especially for white spots and itch.

Per Dozen Bottles \$3.00

In Half Gross Lots 5% Discount

In One Gross Lots 10% Discount

Per Pint 2.00

Per Quart 3.50



MAGIC INFUSORIA POWDER

Size of Package, 4x2 1/2 Inches

This powder is greatly effective in the production of infusoria which is used for breeding small egg laying tropical fish.

Per Dozen \$2.40

In Half Gross Lots 5% Discount

In One Gross Lots 10% Discount



BELDT'S GOLD AND TROPICAL FISH TONIC

Size of Package, 4x2 1/2 Inches

A tonic to be used for sick as well as healthy fish. Its main purpose is to create pure water conditions and keep aquariums free from diseases. It is a remedy for sick fish, and a good tonic for well fish. It is greatly advisable to use this tonic when starting new aquariums. Complete directions with every carton.

Price Per Dozen \$1.50

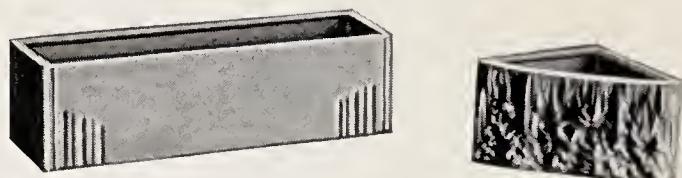
In Half Gross Lots 5% Discount

In One Gross Lots 10% Discount

AQUARIUM PLANT POTS



Plant Pots are a great convenience in providing soil where water plants can take root. Shipping weight, per dozen, 4 pounds.



1170

1175

No.	Shape	Width	Lgth.	Hght.	Diam.	Dozen
570 1/2	Round			3	3	\$1.20
1170	Square	2	4	2		1.20
1172	Square	2 1/4	8	2 1/4		2.40
1175	Triangular	3	4	2 1/2		1.20



PAPER PAILS

You need good Paper Pails for your customers to carry Goldfish. They are waxed and will hold water for several days.

Price	100	500	1,000	3,000
1 Pint	\$1.00	\$ 4.50	\$ 8.70	\$ 7.60 M
1 Quart	1.35	6.50	12.55	10.95 M
2 Quart	2.50	12.00	23.05	20.00 M

Quantity prices are for one size only.



Size of Package — 4x2 1/2 Inches

BELDT'S AQUARIUM CEMENT
Once Tried — Always Used

Aquarium cement put up in packages containing the powder and oil, everything required to repair an aquarium; 3/4-lb. packages complete with directions for use.

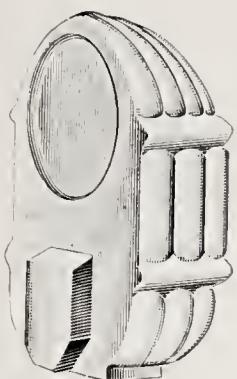
Per dozen cans..... \$2.40 Each..... \$0.25

Aquarium Cement in bulk, 10 lbs. for..... 3.00
Special Gum Oil for this Cement, pint..... .65

MEDICATED AQUARIUM BALLS
A Good Selling Aquarium Neutralizer

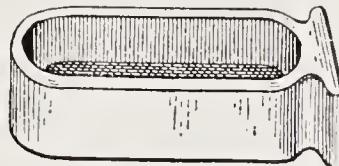
25	\$0.75	100	\$2.00
50	1.25	300	5.00





No. 39

White China Oval Feed or Water Cup
Price per dozen \$0.75
Price per gross 5.50



No. 1773

Treat or Egg Cups
Per dozen \$0.25
Per 100 1.25
Per 200 2.00



No. 2098

Square White China Seed and Water Cups
Per dozen \$0.85
Per gross 6.00



No. 14947

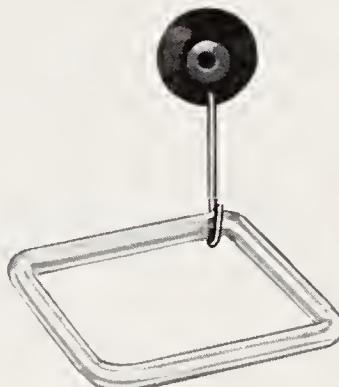
Swan Plant Vase
Size 5" Long, 3 1/2" High
Per dozen \$ 1.50
Per gross 15.00



Thermometer Castle

Size 3 1/4" Wide, 5 3/4" High

Per dozen \$1.20
Thermometers \$1.20 per dozen extra.



Adjustable Feeding Ring Holder

Per dozen \$0.60
Per gross 6.00



Thermometer Holders
Per dozen \$0.60
Per gross 6.00



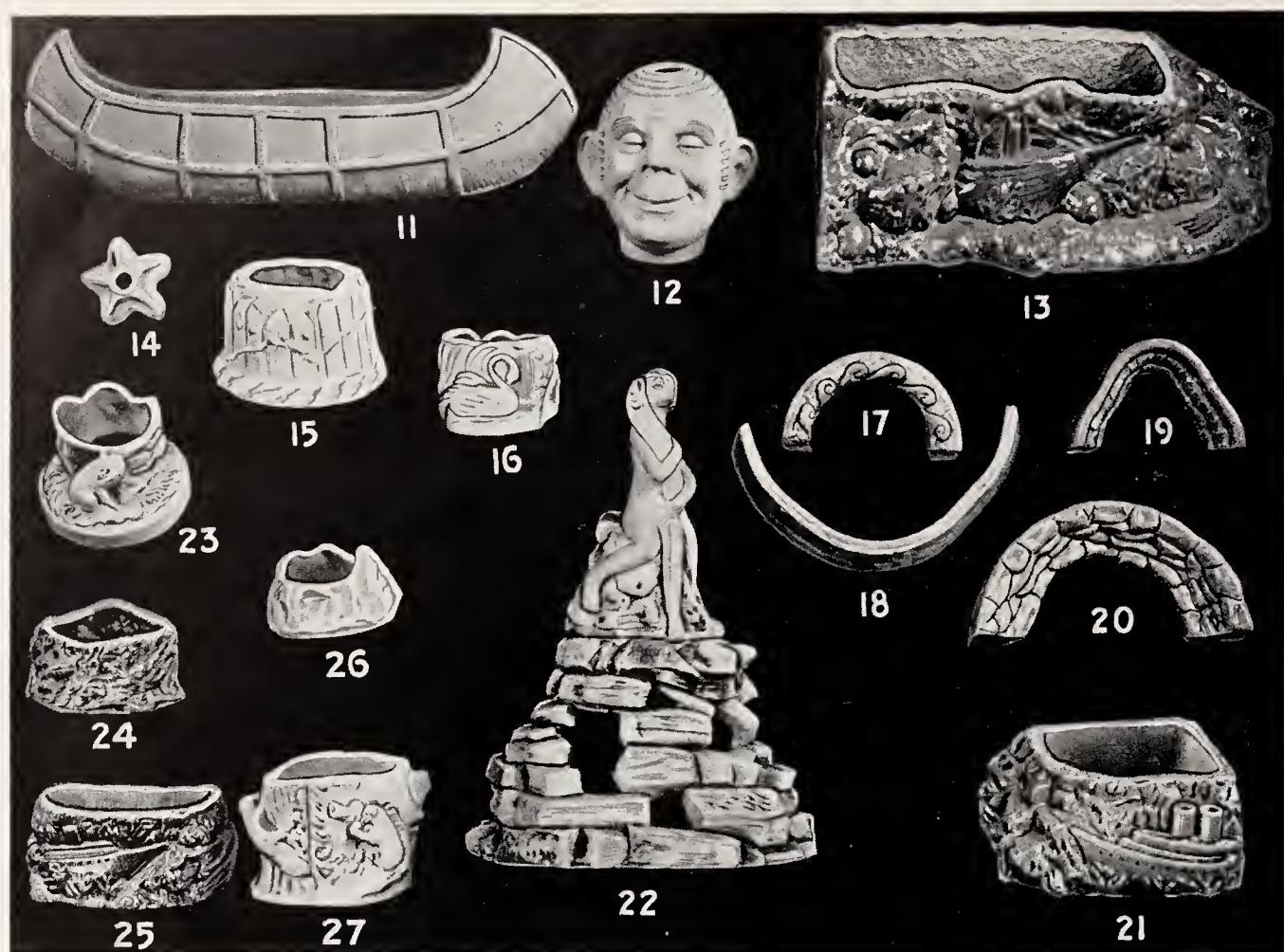
Magnifiers for Testing Infusoria
Cultures

Per dozen \$1.20
Each15

**SPECIAL
ASSORTED AQUARIUM
ORNAMENTS**

Per dozen \$1.00
3 dozen lots or more, per dozen85

All have a retail value from
10c to 25c each



AMERICAN N.R.A. MADE

HIGHLY GLAZED BAKED FINISHED ORNAMENTS

These American made ornaments are perfectly designed and finished. These high grade ornaments should not be compared with cheap goods made to sell at lower prices.

No. 11. Indian Canoe. Made in natural stone finish to be used for aquarium planting. 4 inches high, 14 inches long, 2 $\frac{3}{4}$ inches deep. Price per dozen, unglazed.....\$8.40

No. 12. Grass growing Head. This head is used largely for sprouting grass seed. Very ornamental. This head can be partly filled with water to keep seeds moist. Made in natural stone finish. 4 $\frac{3}{4}$ inches high, 4 $\frac{1}{4}$ inches diameter. Price per dozen, unglazed.....\$3.00

No. 13. Large Plant Pots. These plant pots are designed to fit either in left or right corners. They are 12 inches long, 3 $\frac{1}{4}$ inches high, 6 inches deep. Price per dozen, glazed green.....\$8.40

No. 14. Sea Star. These stars are used for weighing down bunches of fish moss. Diameter, 2 $\frac{1}{2}$ inches. Price per dozen, glazed green.....\$0.75

No. 15. Plant Pot. Diameter, 3 $\frac{1}{2}$ inches; depth, 2 $\frac{3}{4}$ inches. Price per dozen, glazed green.....\$3.60

No. 16. Swan Plant Pot. Diameter, 4 inches; depth, 2 $\frac{1}{4}$ inches. Price per dozen, glazed green.....\$3.00

No. 17. Food Guard. 5 $\frac{1}{2}$ inches long, and 2 $\frac{3}{4}$ inches deep. Price per dozen, unglazed \$0.60, glazed.....\$0.90

No. 18. Food Guard. Three Sizes—
Small Size 5 $\frac{1}{4}$ inches long, 2 $\frac{1}{4}$ inches deep.
Price per dozen, unglazed \$0.60, glazed.....\$0.90

Medium Sizes 7 $\frac{1}{4}$ inches long, 3 $\frac{3}{4}$ inches deep.
Price per dozen, unglazed \$0.90, glazed.....\$1.50

Large Size 9 inches long, 4 $\frac{1}{2}$ inches deep.
Price per dozen, unglazed \$1.50, glazed.....\$2.40

No. 19. Food Guards. Two sizes—

Small Size 4 $\frac{1}{2}$ x2 $\frac{3}{4}$ —Per dozen, unglazed \$0.90, glazed.....\$1.50
Large Size 7 $\frac{1}{2}$ x5 $\frac{1}{4}$ —Per dozen, unglazed \$1.50, glazed.....\$2.40

No. 20. Food Guards. Three sizes—

Small 5 inches long, 3 inches deep.
Price per dozen, unglazed, \$0.90, glazed.....\$1.50
Medium 7 inches long, 3 $\frac{1}{2}$ inches deep.
Price per dozen, unglazed \$1.50, glazed.....\$2.00
Large 8 $\frac{1}{4}$ inches long, 5 $\frac{1}{4}$ inches deep.
Price per dozen, unglazed \$1.80, glazed.....\$2.40

No. 21. Plant Pot. These pots can be had to fit in left or right corners. 5 $\frac{3}{4}$ inches long, 4 inches wide, 3 inches deep.
Price per dozen, unglazed \$3.60, glazed green.....\$4.80

No. 22. Castle With Boy. Made in natural stone finish. Base 8-inch diameter. Height 12-inch.
Price each, unglazed \$1.25, glazed green.....\$2.50

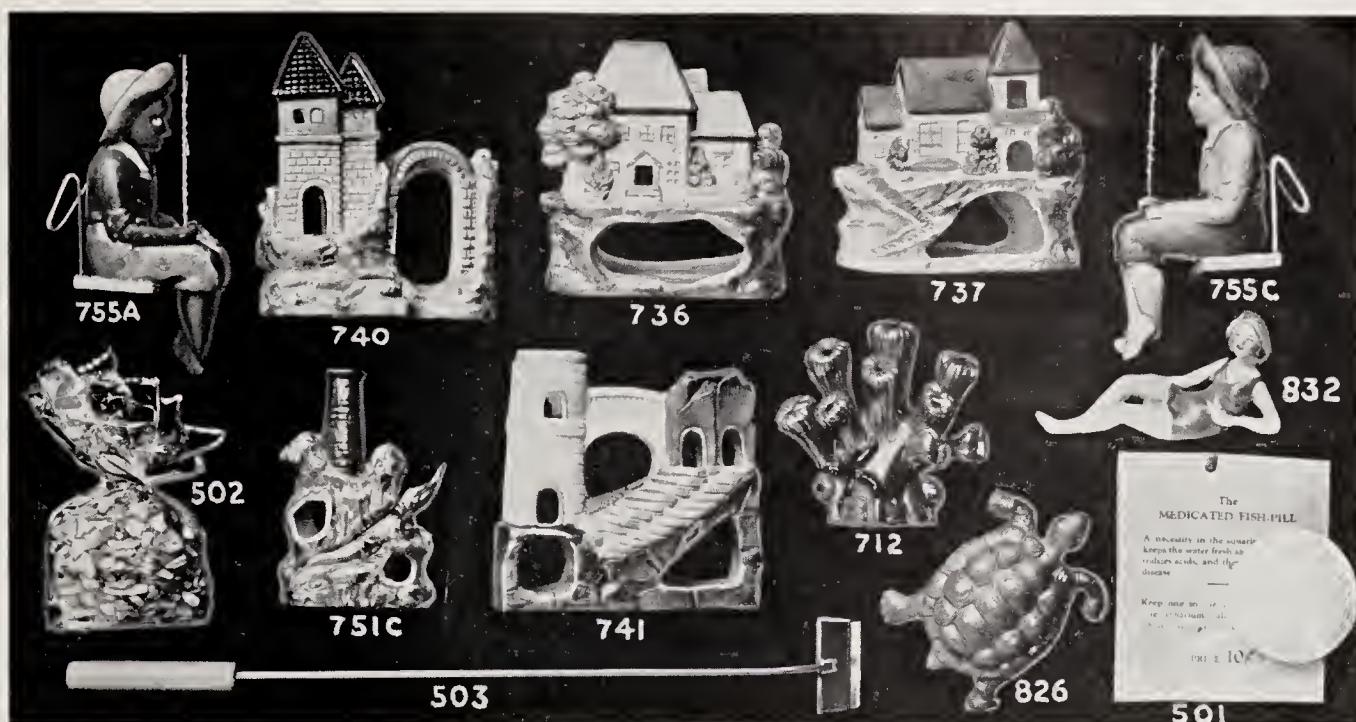
No. 23. Frog Plant Pot. 3 $\frac{1}{2}$ inches diameter, 2 $\frac{1}{2}$ inches deep.
Price per dozen, unglazed \$2.40, glazed green.....\$3.00

No. 24. Plant Pot. 3 $\frac{3}{4}$ inches diameter, 2 inches deep.
Price per dozen, glazed green.....\$3.00

No. 25. Oval Plant Pct. 4 $\frac{3}{4}$ inches long, 2 $\frac{3}{4}$ inches deep.
Price per dozen, glazed green.....\$3.00

No. 26. Plant Pot. 3 $\frac{1}{4}$ inches diameter, 2 inches deep.
Price per dozen, glazed green.....\$2.00

No. 27. Plant Pot. 4 inches diameter, 3 $\frac{1}{4}$ inches high.
Price per dozen, glazed green.....\$4.00



IMPORTED AQUARIUM ORNAMENTS

These ornaments are finished in beautiful colored china and should not be confused with cheap clay ornaments.

No.	High	Long	Dozen	Gross
755a	5 $\frac{1}{4}$		\$0.75	\$ 8.64
755c	5 $\frac{1}{4}$.75	8.64
751c	4	3	.95	10.08
736	4 $\frac{1}{2}$	4 $\frac{1}{2}$	1.25	12.96
737	4 $\frac{1}{2}$	4 $\frac{1}{2}$	1.25	12.96
740	4 $\frac{1}{2}$	4 $\frac{1}{2}$	1.50	17.28
741	4 $\frac{1}{2}$	4 $\frac{3}{4}$	1.25	12.96
712	3 $\frac{1}{2}$	3 $\frac{1}{2}$.85	9.36
832	2 $\frac{1}{4}$	4 $\frac{1}{2}$.60	7.20
826	2	4	.85	9.36

503—Aquarium Scraper; 12 inches long. Dozen \$1.50
Each .15

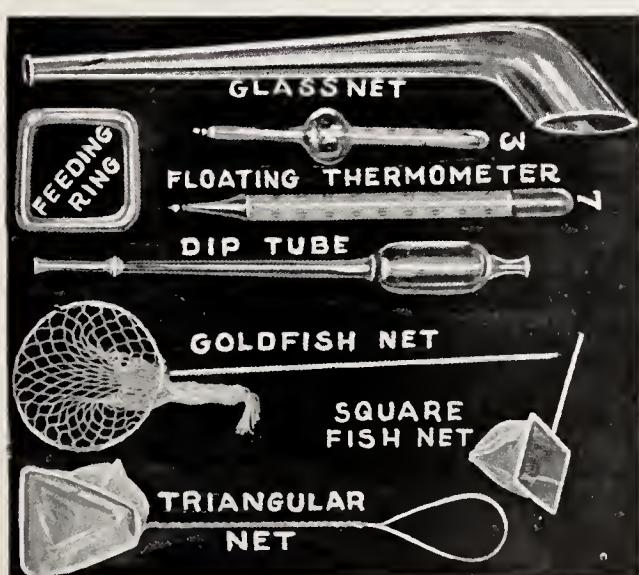
502—Pearl Chips in cellophane bags. Dozen .60
Gross 5.30

501—Medicated aquarium balls neutralize water and reduce impurities. Put up in bags as illustrated.
Dozen .40
Gross 3.60

12—Large China Mermaid, 7 $\frac{1}{2}$ x 2 $\frac{1}{2}$ inches; beautifully colored. Dozen \$3.60

16—(Not illustrated.) Aquarium Brush. Handle 18 inches long. Dozen 1.20
Each .15

We cannot ship less than 1 dozen at the dozen rate.
We cannot ship less than half gross at gross rate.



	Dozen	
Glass Fish Net	Each, \$0.50	\$4.80
Glass Feeding Rings, 2-inch		.40
Glass Feeding Rings, 3-inch		.60
Glass Feeding Rings, 4-inch		.80
Floating Thermometer, No. 3	Each, \$0.25	2.40
Floating Thermometer, No. 7	Each, \$0.15	1.20
Goldfish Net with Wooden Handle		.60
Triangular Tropical Net, 4-inch		.60
Square Tropical Net, 6-inch	Each, \$0.25	2.40
Dip Tubes for syphoning dirt from bottom of aquarium—		
Dip Tubes 14 inches long	Each, \$0.25	2.00
Dip Tubes 18 inches long	Each, .35	3.20
Dip Tubes 24 inches long	Each, .50	4.80
Automatic Syphon	Each, .35	3.20

Special discount on glass articles and fish nets—Half gross lots, 5%; one gross lots, 10%.

TERMS AND GENERAL INFORMATION

Cash with order, unless satisfactory credit can be established.

Shipments of Live Stock: We guarantee safe arrival of live stock within the Fifth Zone of St. Louis. We reserve the right to refuse replacements should the loss be the fault of the carrier. In case of loss we do not entertain claims without bad order report or exception report, which can be obtained at the time of delivery and which must be mailed to us. We do not entertain claims for loss of live fish unless loss exceeds 5%. We positively can not guarantee the live delivery of tropical fish from November 1st until March 1st and we wish to call your attention to our further guarantee concerning shipments during the winter.

Winter Shipments of Tropical Fish: In order to make shipments as safe as possible it is necessary that we have your co-operation on your end. You agree to get the fish from the depot when they arrive—we will let you know when they are due to arrive. We find that we have to make a special trip for each shipment and see that it gets on a heated express car. It takes time and is costly and we therefore will supply this extra service free of charge and guarantee live delivery of orders amounting to \$25.00 or more for fish. On smaller orders, if you wish live delivery guaranteed during winter, we will charge a special handling fee of \$3.00. If this fee is not included or mentioned in the order we assume you want the fish shipped at your risk. And we will ship in special insulated cans same as other shipments and do our best to have shipment arrive in good shape. However, we will not assume responsibility for loss. We do not refund for lossed fish but will only issue credit to the value of loss.

Shipping Can Deposits: Some of the special cans cost us as high as \$7.50 each. All empty cans must be returned prepaid. We reserve the right to ship C. O. D. for deposit of containers to customers not well known to us. This deposit is refunded upon receipt of empty container. We make a rental charge on thermos and other special containers of 50c per week, if held more than three days after receipt of shipment.

Parcel Post Shipments: Are made at purchaser's risk.

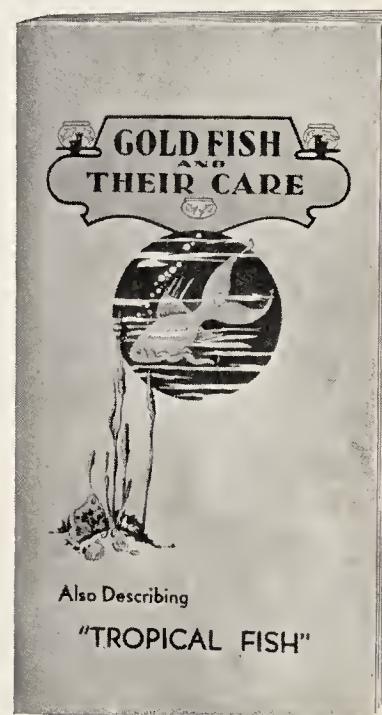
Shipping Cans: During winter months tropical fish are shipped in thermos cans. Every order includes the agreement to return these containers promptly prepaid. During the summer months fish are shipped in light tin cans. Please remit 30c each for these cans, figuring 25 medium size fish per can or 50 small fish.

Breakage: Our method of packing practically eliminates all breakage. However some breakage can not be avoided if boxes are handled rough. Secure bad order report when breakage occurs and mail this to us or file claim with carriers to cover damage.

Packing: All shipments are packed to insure the utmost safety. We use strong corrugated boxes whenever possible to reduce excessive weight. No special charges are made for packing boxes.

Prices: Price quotations in this catalog are wholesale quotations and strictly net. Terms 1% 10 days, net 30 days.

Claims: No claims allowed unless made within three days after receipt of shipment. We do not consider claims unless inspection is made at the time of delivery and if tropical fish are shipped the temperature is taken and recorded on bad order report.



This 24-page booklet contains 20 illustrations and a beautiful two-color cover.

It describes all popular aquariums, plants and fish, diseases and treatments, etc.

Many questions are answered in this book. The average dealer would save money by giving these books away instead of trying to explain and answer all of the various questions which accompany, at times, small sales and consume valuable time.

Show the beginner this book. Save time and have a more satisfied customer.

Price Per Dozen, 60c

Per 100, \$4.00

Retail Value, 10•

AQUARIUM DEPARTMENTS AND YOUR STORE

If you have neglected your aquarium department you have failed to consider the popularity of Tropical Fish and the supply line which is also a very profitable item in this department. Perhaps you have on hand a lot of shelve worn merchandise which you bought cheap and you blame the depression, rather than yourself because it does not move. We admit that our goods are not the cheapest, but we insist upon comparison of quality and service. Nobody has more power to prevent price cutting than the retailer. Reduced prices are not important nor helpful, perhaps otherwise. Sane people recognize the wisdom of weighing quality and quality, not price, restores confidence in your customer. There is an upward trend in quality buying. Our 1934 sales show that people are turning their attention to quality merchandise. The fancier and higher priced aquariums are in good demand, new varieties of fish and plants at higher prices are in demand which shows that the public are indulging in luxuries and will pay for better material.

Have You a Tropical Fish Department?

Your initial steps greatly determine the extent of your success with this department. Each year we are called upon to equip many new departments. Consult us if you intend to put in new stock tanks. Some time ago we received an order from a dealer who advised us that each year he sells all of his stock tanks at cost and orders a new supply of tanks and so keeps his aquarium department always in tip top condition, the attractive display of merchandise increases sales.

Our Policy

Our aim is always to supply the utmost in quality. Our reputation as pioneers in the tropical fish industry has never been questioned. We have consistently adhered to the policy that we can serve you best by supplying quality at the lowest possible price.

Aquarium Accessories and Supplies

The smart dealer recognizes the fact that accessories are the backbone of the department. The supply sales should constitute at least 50% of the total sales. If your sales show a smaller volume consult us. We are only too glad to acquaint you with sales possibilities to overcome this deficiency.

Why You Should Choose Beldt Products

We have always maintained high standards of quality combined with efficient service. When you buy the cheapest merchandise you are making the least profit because you have to sell it cheap and you invite cheap trade. This applies to practically everything you sell. The quality that helped us over the rough roads the past few years is the same quality that will keep your customers. Our merchandise is not sold in Chain Stores at cut rate prices. When you send us an order, you are not spending money. We consider that you are making an investment with the sole purpose of increasing your income. And with this fact in mind we intend to serve you and try to deserve your future business.

AN INVITATION

We greatly appreciate hearing from you and your letters will always receive due consideration. If you want to say thanks or if you have a kick coming, tell us—it's our business, and don't fail to stop in when in St. Louis.

O. C. BELDT.

BELDT'S AQUARIUM

(A Good Place to Trade)

St. Louis, Mo.

AQUATIC SUPPLIES
A COMPLETE SERVICE

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